



Tourism & Events Department
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To: Sherry Henry, Chairperson & Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: January 18, 2022

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

| Event | Event Dates | Funding Program | Event Description | Location | Projected Attendance | Last Year Attendance | Recommended FY21/22 |
|---|-------------------|-------------------------|--|----------|----------------------|--|---------------------|
| Parada del Sol Rodeo | March 10-13, 2022 | Community Event Program | 7 event professional cowboys rodeo Request= \$27,500 | WW | 12,000 | 3,968 | \$27,500 |
| AQHA West Championship Pinnacle Circuit Horse Show | May 18-22, 2022 | Community Event Program | Quarter horse show Request= \$11,000 | WW | 4,800 | 25,272* *Combined with fall champ last year | \$11,000 |
| AZ Bike Week | April 6-10, 2022 | MEAF | 25 th Annual Motorcycle event Request= \$29,000 | WW | 80,000 | 11,000 in Oct 2020 | \$29,000 |

Funding Availability & Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.